

GLOBAL STARTUP PROGRAM

How will you achieve your business goals for 2015 to:

- **Broaden** market conversations to develop, focus and position your business internationally?
- **Accelerate** customer acquisition and revenue opportunities?
- **Develop** partnerships to extend your technology development and channel adoption?
- **Deepen** network of business connections to expand revenue and facilitate financing deals?

The UTEN Global Startup Program of the IC² Institute at The University of Texas at Austin offers Portugal-based ventures who are ready to 'Go Global' a unique year-long immersion experience focused primarily on business to business outreach, global market expansion, global value creation and global revenue generation for firms leveraging our international business development beyond their local/regional markets. Companies selected to 'Go Global' will receive executive coaching, mentoring and direct business development, sales and marketing assistance from a dedicated team of seasoned veterans who also leverage the Institute's vast 'Know-How Network' of world-class experts all committed to assist Portuguese entrepreneurs and innovators in their commercial expansion overseas.

Companies applying must have headquarters, major operations in Portugal or major impact on the Portugal economy to be considered. During the program we will assist Portuguese entrepreneurs and innovators to:

- **Refine** product market fit based on broad feedback from EU, US and other international markets.
- **Prepare** product for targeted market readiness.

- **Develop** a commercialization strategy for international markets.
- **Facilitate** first customer acquisition in US or other global markets.
- **Pursue** sales, partnership, distribution, co-development or in-kind service agreements.
- **Acquire** investment capital in the United States.
- **Incorporation** in the U.S. and Immigration assistance
- **Free** office space in Austin.
- **Extend** Portuguese company financial "runway" through cash conserving strategies.
- **Provide** an advisory network, composed of experts from industry, government and academia.

WHAT STARTS HERE CHANGES THE WORLD



GSP in numbers (2011-present):

- \$60M** total impact for Portuguese companies:
- \$22M** investment risk capital captured,
- \$23M** committed revenue (sales & distribution deals),
- \$15M** strategic capital (trials)

Deals closed in the U.S.A., India, SAARC countries, and China

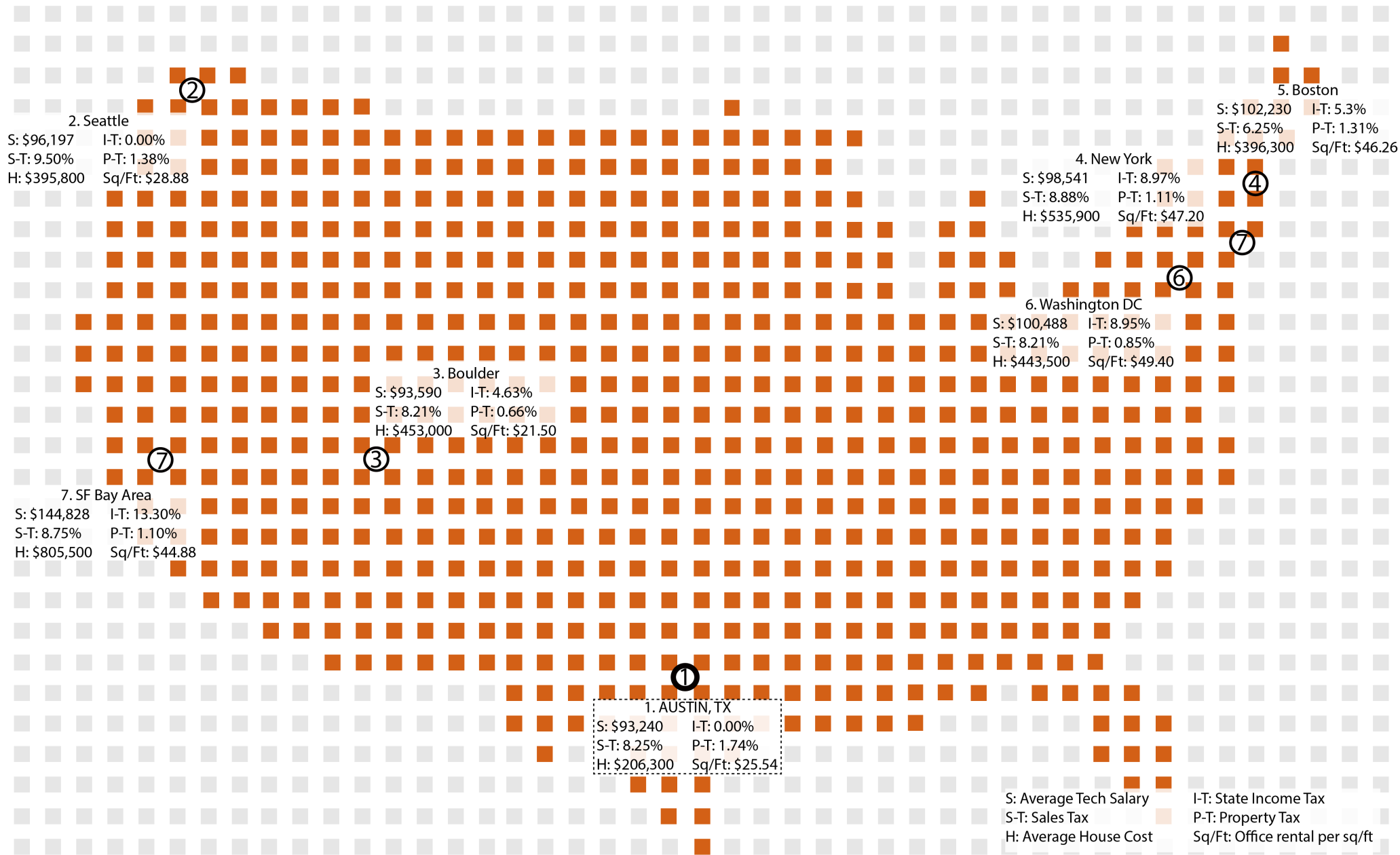
The Program's services are offered at no cost to participating companies through the generous support of Fundação para a Ciência e a Tecnologia: FCT. Company executives, founders and key leaders must be willing to closely partner and deeply engage with the Global Startup team to accomplish mutually agreed goals tailored to your venture. The CEO, co-founders, and executive leaders of these ventures should have the financial capacity to travel to the US for short term stays (typically 1 to 2 weeks long when needed) to interface with the Global Startup Team in Austin, TX to accelerate business proposition definition, develop selling or investor "pitch" and other 'Go to Market' collateral in preparation for meeting with potential customers/partners where appropriate in the US.

Where are the best cities in the US to start a company?

According to the Financial Times, Austin is the world's top tech city¹. Geekwire named Austin as THE BEST place to start a company based on key business metrics². Further, CNN Money³, Under30CEO⁴ and many other sources rank Austin as THE BEST place to start a business.

The 2015 Global Startup Program Call for Applications is **NOW** – open from **May 26th through July 5th 2015** (see details at <http://utenportugal.org/global-startup-program/>). We are accepting applications from companies in all technology verticals who see opportunity for international business expansion in their future.

Representatives from our 'Go Global' team will be in select cities in Portugal May 26-June 4 to meet with companies and answer questions. Please make arrangements to meet the team or ask questions by emailing us at globalstartup@utenportugal.org.



To learn more about using Austin, TX as your launch point for international business, take a look at the following videos:

We Are Austin, TX - YouTube
 Here's What Jimmy Kimmel Learned in Austin

¹ <http://www.ft.com/intl/cms/s/2/ea1a0b22-e4f3-11e4-bb4b-00144feab7de.html>
² <http://www.geekwire.com/2013/top-3-cities-startups-austin-seattle-boulder/>
³ <http://money.cnn.com/gallery/smallbusiness/2013/06/18/best-places-launch-cities/index.html>
⁴ <http://under30ceo.com/top-30-best-cities-for-young-entrepreneurs-2013/>